

**Abstract**

5 Coordination of information at the network-based  
level between call centers connectable over a  
telecommunications network, such as the telephone  
network, and a packet network, such as the Internet,  
creates improved integration of and bonding between a  
10 customer's interaction with a Web site and with a call  
center. Information about the customer and the  
customer's Web interaction are delivered to the call  
center agent along with the call, leading to increased  
productivity and efficiency in call handling as well as  
15 improved call routing.

Calls may be routed to existing call centers based  
upon information from the Web experience, and  
information from the user's Web interaction is shared  
with the call center. Web interaction information is  
20 passed to existing call centers using known call center  
external control methods, such as DNIS signaling.  
Information about the Web experience may also be  
"whispered" to the call center agent, and an agent may  
"push" Web pages for review by the customer. As a  
25 result, customer acquisition and sales tools more  
powerful than a mere click-to-callback tool can be made  
available with a combined marketing approach using the  
Web and call centers.

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